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2 ABSTRACT OF DISCLOSURE

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4 Methods for establishing commercial relationships between the consumer of the service
5 and the service provider including the articulation of a reasoning criterion, and methods of
6 publicly displaying messages utilizing unique headdress. The reasoning criterion illustrates,
7 illuminates and educates the potential consumer regarding the services of the provider while the
8 headdress worn publicly can be fitted with either manual or electronic message boards.9 C-1
0 C-2
1 C-3
2 C-4
39 A unique blending or intermingling of universally recognized real or virtual images or
0 both with a recognized language originates the reasoning criterion. Additionally, a
1 bi-directional intercommunication channel between the potential consumer and the service
2 provider is established. The intercommunication is accomplished by using face-to-face,
3 electronic or World Wide Web embodiments.